



Satellite Flyer 2006 Readership Survey Results

1. I read the *Satellite Flyer*.
 - a. At Least Occasionally – 85%
 - b. Never – 15%

2. The *Satellite Flyer* is a vital source of base news to me.
 - a. Strongly Disagree – 3%
 - b. Disagree – 10%
 - c. Neither Agree nor Disagree – 40%
 - d. Agree – 28%
 - e. Strongly Agree – 18%

3. The writing in the *Satellite Flyer* is easy to understand.
 - a. Strongly Disagree – 0%
 - b. Disagree – 5%
 - c. Neither Agree nor Disagree – 7%
 - d. Agree – 49%
 - e. Strongly Agree – 38%

4. The *Satellite Flyer* seems to be written primarily for Airmen.
 - a. Strongly Disagree – 9%
 - b. Disagree – 0%
 - c. Neither Agree nor Disagree – 81%
 - d. Agree – 9%
 - e. Strongly Agree – 0%

5. The *Satellite Flyer* seems to be written primarily for NCOs.
 - a. Strongly Disagree – 14%
 - b. Disagree – 30%
 - c. Neither Agree nor Disagree – 51%
 - d. Agree – 2%
 - e. Strongly Agree – 3%

6. The *Satellite Flyer* seems to be written primarily for officers.
 - a. Strongly Disagree – 13%
 - b. Disagree – 29%
 - c. Neither Agree nor Disagree – 49%
 - d. Agree – 4%
 - e. Strongly Agree – 3%
7. The *Satellite Flyer* seems to be written primarily for civilians.
 - a. Strongly Disagree – 23%
 - b. Disagree – 31%
 - c. Neither Agree nor Disagree – 45%
 - d. Agree – 0%
 - e. Strongly Agree – 1%
8. I depend on the *Satellite Flyer* for news about Air Force involvement in world events.
 - a. Strongly Disagree – 33%
 - b. Disagree – 30%
 - c. Neither Agree nor Disagree – 27%
 - d. Agree – 6%
 - e. Strongly Agree – 4%
9. I depend on other local news sources and **not** the *Satellite Flyer* for news about Air Force involvement in world events.
 - a. Strongly Disagree – 9%
 - b. Disagree – 11%
 - c. Neither Agree nor Disagree – 21%
 - d. Agree – 38%
 - e. Strongly Agree – 20%
10. The *Satellite Flyer* keeps me fully informed about Air Force personnel policies and decisions.
 - a. Strongly Disagree – 3%
 - b. Disagree – 22%
 - c. Neither Agree nor Disagree – 34%
 - d. Agree – 26%
 - e. Strongly Agree – 10%
 - f. Not Applicable – 3%
11. The *Satellite Flyer* keeps me fully informed about pay and benefits.
 - a. Strongly Disagree – 1%
 - b. Disagree – 5%
 - c. Neither Agree nor Disagree – 20%
 - d. Agree – 41%
 - e. Strongly Agree – 32%
 - f. Not Applicable – 1%

12. The *Satellite Flyer* keeps me fully informed about the base's mission(s).

- a. Strongly Disagree – 0%
- b. Disagree – 0%
- c. Neither Agree nor Disagree – 27%
- d. Agree – 55%
- e. Strongly Agree – 18%

13. Generally, the *Satellite Flyer* is written with my interests in mind.

- a. Strongly Disagree – 0%
- b. Disagree – 9%
- c. Neither Agree nor Disagree – 36%
- d. Agree – 36%
- e. Strongly Agree – 18%

14. Generally, the *Satellite Flyer* keeps me informed about the Air Force.

- a. Strongly Disagree – 5%
- b. Disagree – 21%
- c. Neither Agree nor Disagree – 38%
- d. Agree – 29%
- e. Strongly Agree – 8%

15. Generally, the *Satellite Flyer* keeps me informed about tenant units.

- a. Strongly Disagree – 13%
- b. Disagree – 0%
- c. Neither Agree nor Disagree – 50%
- d. Agree – 25%
- e. Strongly Agree – 13%

16. Overall, the *Satellite Flyer* is a trustworthy source of information.

- a. Strongly Disagree – 0%
- b. Disagree – 6%
- c. Neither Agree nor Disagree – 26%
- d. Agree – 44%
- e. Strongly Agree – 27%

17. I find the information in local newspapers to be more trustworthy than the information in the *Satellite Flyer*.
- a. Strongly Disagree – 16%
 - b. Disagree – 21%
 - c. Neither Agree nor Disagree – 51%
 - d. Agree – 10%
 - e. Strongly Agree – 2%
18. The stories in the *Satellite Flyer* are timely and up-to-date.
- a. Strongly Disagree – 1%
 - b. Disagree – 14%
 - c. Neither Agree nor Disagree – 32%
 - d. Agree – 40%
 - e. Strongly Agree – 14%
19. When the civilian media and the *Satellite Flyer* both cover an Air Force story, the *Satellite Flyer* often provides more and better-quality information.
- a. Strongly Disagree – 3%
 - b. Disagree – 14%
 - c. Neither Agree nor Disagree – 51%
 - d. Agree – 22%
 - e. Strongly Agree – 10%
20. Overall, the information in the *Satellite Flyer* is accurate.
- a. Strongly Disagree – 0%
 - b. Disagree – 5%
 - c. Neither Agree nor Disagree – 28%
 - d. Agree – 47%
 - e. Strongly Agree – 20%
21. In terms of the amount of stories, how would you rate the *Satellite Flyer* at recognizing local people with stories and photos?
- a. Excellent – 17%
 - b. Very Good – 46%
 - c. Satisfactory – 29%
 - d. Below Satisfactory – 6%
 - e. Poor – 2%
22. In terms of the quality of stories, how would you rate the *Satellite Flyer* at recognizing local people with stories and photos?
- a. Excellent – 20%
 - b. Very Good – 38%
 - c. Satisfactory – 38%
 - d. Below Satisfactory – 2%
 - e. Poor – 2%

23. In terms of the amount of information, how would you rate the *Satellite Flyer* as a source of information about the base?
- a. Excellent – 14%
 - b. Very Good – 37%
 - c. Satisfactory – 40%
 - d. Below Satisfactory – 5%
 - e. Poor – 5%
24. In terms of quality of information, how would you rate the *Satellite Flyer* as a source of information about the base?
- a. Excellent – 19%
 - b. Very Good – 40%
 - c. Satisfactory – 34%
 - d. Below Satisfactory – 5%
 - e. Poor – 2%
25. In terms of the amount of stories, how would you rate the *Satellite Flyer* as a source of information about the Air Force?
- a. Excellent – 9%
 - b. Very Good – 31%
 - c. Satisfactory – 45%
 - d. Below Satisfactory – 10%
 - e. Poor – 5%
26. In terms of the quality of the stories, how would you rate the *Satellite Flyer* as a source of information about the Air Force?
- a. Excellent – 14%
 - b. Very Good – 30%
 - c. Satisfactory – 49%
 - d. Below Satisfactory – 2%
 - e. Poor – 5%
27. In terms of the amount of photos and graphic illustrations, how would you rate the *Satellite Flyer*?
- a. Excellent – 21%
 - b. Very Good – 46%
 - c. Satisfactory – 28%
 - d. Below Satisfactory – 3%
 - e. Poor – 1%

28. How well do you think the *Satellite Flyer* provides information on the following topics?

Topic	Very Good		Satisfactory		Poor		Don't Recall Reading	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent
a. Air Force Leadership	18	21%	51	60%	8	9%	8	9%
b. Air Force People & Modernization	19	23%	43	51%	13	15%	9	11%
c. Air Force Core Values	25	29%	41	48%	9	11%	10	12%
d. Housing	0	0%	24	32%	17	23%	34	45%
e. Health Care	10	11%	41	47%	13	15%	24	27%
f. Child Care	12	14%	40	47%	12	14%	22	26%
g. Retirement Benefits	8	9%	32	38%	17	20%	28	33%
h. Unit Deployments	17	20%	47	55%	12	14%	10	12%
i. Joint Service Operations	11	13%	39	48%	12	15%	20	24%
j. Personal Recognition	33	38%	39	45%	10	12%	4	5%
k. Current Operations	23	27%	48	56%	10	12%	4	5%
l. Financial News	9	11%	40	47%	19	22%	17	20%
m. Recruiting and Retention	8	9%	39	46%	19	22%	19	22%
n. Drawdowns	5	6%	43	51%	12	14%	25	29%
o. Promotions	24	28%	48	55%	8	9%	7	8%
p. Institutional Awards	22	26%	47	55%	6	7%	10	12%
q. Air Force doctrine	12	14%	39	46%	13	15%	21	25%
r. Editorials	18	22%	46	55%	11	13%	8	10%
s. Sports	23	27%	48	56%	8	9%	7	8%
t. Local Events	23	27%	43	50%	13	15%	7	8%
u. Base Services	30	35%	44	51%	8	9%	4	5%
v. Local Air Force Mission	24	28%	51	60%	5	6%	5	6%
w. Chapel	15	18%	48	56%	7	8%	15	18%
x. Aircraft	7	9%	33	44%	18	24%	17	23%
y. Technology	13	15%	41	48%	13	15%	18	21%
z. Air Force Policy	17	20%	50	59%	6	7%	12	14%
aa. Base Crime	8	9%	35	41%	25	29%	18	21%
ab. Base Recreational Activities	26	31%	40	47%	13	15%	6	7%

29. In terms of the quality of photos and graphic illustrations, how would you rate the *Satellite Flyer*?
- a. Excellent – 20%
 - b. Very Good – 52%
 - c. Satisfactory – 25%
 - d. Below Satisfactory – 2%
 - e. Poor – 0%
30. How would you rate the *Satellite Flyer* as a source of information about the topics you think are important?
- f. Excellent – 9%
 - g. Very Good – 34%
 - h. Satisfactory – 42%
 - i. Below Satisfactory – 10%
 - j. Poor – 6%
31. Using a scale of 1-10, where 1 means “extremely unsatisfied” and 10 means “extremely satisfied,” how satisfied are you with the way the *Satellite Flyer* keeps you informed?
- k. 1 (extremely unsatisfied) – 2%
 - l. 2 – 1%
 - m. 3 – 5%
 - n. 4 – 6%
 - o. 5 – 7%
 - p. 6 – 13%
 - q. 7 – 16%
 - r. 8 – 27%
 - s. 9 – 17%
 - t. 10 (extremely satisfied) – 5%
32. If an electronic version of the *Satellite Flyer* were available as e-mail on the computer, I would read it.
- a. Agree – 62%
 - b. Disagree – 26%
 - c. Don’t Know – 13%
33. Where do you get the *Satellite Flyer*?
- a. Base Distribution – 18%
 - b. Work Area – 22%
 - c. Shopette / Peterson AFB Exchange – 4%
 - d. Peterson AFB Commissary – 4%
 - e. Residence (on or off base) – 0%
 - f. Peterson AFB Dormitories – 1%
 - g. Dining Hall – 23%
 - h. Dental Clinic – 4%
 - i. Peterson AFB Clinic – 4%
 - j. Club, Library, Hobby Shop or other Services area – 1%

- k. Other – 19%
 - i. Fitness center, Web site, DeKok Building, Entry Control Portals
 - l. Cannot get a copy – 0%
34. How often do you read the *Satellite Flyer*?
- a. Weekly – 54%
 - b. Every other issue (twice or more per month) – 19%
 - c. Every third issue – 9%
 - d. Every fourth issue (once a month) – 3%
 - e. Less than once a month – 11%
35. Do members of your family read the *Satellite Flyer*?
- a. Weekly – 10%
 - b. Every other issue (twice or more per month) – 2%
 - c. Less Frequently – 37%
 - d. Never – 11%
 - e. I do not have dependents – 39%
36. Do you think your dependents would read the *Satellite Flyer* more often if they had easy access to it?
- a. Yes – 17%
 - b. No – 30%
 - c. Maybe – 21%
 - d. Don't know – 9%
 - e. It's delivered to my home – 0%
 - f. I do not have dependents – 22%

Schriever Demographics Results

37. What is your age?
- a. 18 or younger – 0%
 - b. 19-21 – 3%
 - c. 22-24 – 7%
 - d. 25-34 – 35%
 - e. 35-44 – 30%
 - f. 45-54 – 20%
 - g. 55 or older – 5%
38. What is your gender?
- a. Female – 28%
 - b. Male – 72%

39. What is your primary Air Force affiliation?

- a. Active-duty Air Force – 59%
- b. Air Force Reserve – 4%
- c. Air National Guard – 0%
- d. Civilian Employee – 24%
- e. Retired – 9%
- f. Dependent – 4%

40. Where are you assigned?

- a. Base/Wing Headquarters – 13%
- b. Maintenance, Logistics, Civil Engineering – 13%
- c. Operations – 33%
- d. Base Support (Clinic, IG, JA, Personnel) – 16%
- e. Base Services (Clubs, Hobby Shops, other NAF functions) – 4%
- f. Tenant Unit – 20%

41. What is your military rank?

- a. Airman to Airman 1st Class (E-1 to E-3) – 3%
- b. Senior Airman to Tech. Sgt. (E-4 to E-6) – 32%
- c. Master Sgt. to Chief Master Sgt. (E-7 to E-9) – 8%
- d. 2nd. Lt. to Capt. (O-1 to O-3) – 19%
- e. Maj. to Col. (O-4 to O-6) – 9%
- f. General Officer – 0%
- g. Civilian – 29%

42. If a civilian, what is your civilian pay grade?

- a. Dependent – 4%
- b. I'm not an Air Force civilian employee – 68%
- c. GS 1-3; WG 1-7; WL 1-4 – 4%
- d. GS 4-6; WG 8-12; WL 5-11; WS 1-4 – 11%
- e. GS 7-9; WG 13-15; WL 12-14; WS 5-9 – 8%
- f. GS 10-12; WS 10-13 – 5%
- g. GS/M 13-15; WS 14-17 – 0%

43. How long have you worked at Schriever?

- a. Less than one year – 17%
- b. One to five years – 71%
- c. Six to 10 years – 7%
- d. Eleven to 15 years – 1%
- e. Sixteen years or longer – 3%

44. What is your highest level of education?
- a. Some high school (did not graduate) – 0%
 - b. High school graduate / GED – 3%
 - c. Some college – 24%
 - d. Associate degree – 18%
 - e. BA, BS or equivalent degree – 25%
 - f. Master's degree or above – 29%

Satellite Flyer Survey Comments

- I only read the *Flyer* if there are articles about my unit, people in my unit, or if I am in there.
- I could not provide a substantial survey on this. I am new to the base and have not read the *Satellite Flyer* since my arrival.
- You never focus on the tenants. I'm in a tenant unit.
- I don't know if the flyer is distributed in our office. If so, I don't know where it's placed on a regular basis. ... I just realized that you post an e-copy on the Schriever website. I'll bookmark it.
- The *Satellite Flyer* should add a local calendar of events such as World Arena children's events, YMCA family events, the upcoming Spring Fling on Schriever AFB and things to do and see in the local area. Most bases we have been at have an entire section dedicated to things to do and see in the upcoming weekend. Other than that, the *Satellite Flyer* is very good at getting information out.
- The *Satellite Flyer* reads as nothing more than an Air Force propaganda rag. Editorials, if any, are always of the vein "core values are good" and "be careful in snowy weather," totally devoid of any thought or controversy. The *Flyer* should at least look in to issues of importance of many on the base that may be somewhat controversial. Otherwise, the *Flyer* reflects nothing but senior leadership viewpoints.
- I enjoy reading the police blotter from Peterson AFB. Not sure how much there would be for Schriever, but it may be fun to read.
- I think it needs to be said that the *Satellite Flyer* is for **base news**. It is a wonderful publication, and I read every issue. It is professionally organized, well-written with interesting stories and photos. I think some of the questions were unreasonable in this survey. If I want to know who is making promotion boards/TriCare info/AF Policy, I simply read the Air Force Times. I think that the staff on the *Satellite Flyer* do a terrific job! Keep up the good work!

- Excellent quality of writing, provides a much higher quality than local Colorado Springs newspaper. It's a shame the *Flyer* isn't more comprehensive in its coverage, e.g., other MAJCOMs in the local area, AF-wide, etc.
- During award recognition, it appears that you solely concentrate on the active duty. There is a large concentration of full-time reservists within the 310th (Space Group) that seem to be left out of your paper.
- Keep up the good work!
- This base paper would be a lot better if the quality of the writing and the coverage of events was much better. At best, it seems to be a propaganda machine right now and a medium for letting the base at large know about new base policies (especially since new policies are sometimes not distributed by memo, etc.). The *Air Force Times* gives me more information by far about benefits and news happening in the Air Force.
- There are repetitive questions.
- Sorry to say, but the paper is very boring. If you'd like to improve it, there need to be more news stories that affect the community and base life. There are far too few stories compared to the amount of ads. One improvement would be a feature like the police blotter that the Peterson paper provides. At least that is interesting.
- Keep up the good work!
- No comments.
- I completed the paper survey, then came to the website to input the answers after seeing there was no place to send the paper copy. My question is, why were there changes from the paper copy to the electronic copy? This made it much more difficult to transpose my answers and was quite irritating. Next time, please keep the two surveys exactly the same.
- I would like more base news. Such as: results from when the base was locked down for suspicious packages or what the construction digging is for near the West Gate or if the visitor center will ever have a sufficient supply of year stickers.
- I have a few general remarks. Because it is weekly and info travels so fast, some of the stories are outdated by the time it's read. Print media is sanitized (except op/eds) but the base paper is even more so (understandably because it's mil). But this is the problem for you. How do you make it more interesting and something people want to read? Put as much of a human face on it as possible.

Also, I've seen some really interesting stories on the AFNEWS site that didn't make the paper. Who weeds those things out, some O-7 who wants his/her project to get airtime? Go for the good stuff! People at Schriever need constant reminders of the gritty part of the Air Force. That's what's interesting to me. And history, too—past missions, planes, personnel.

The 50SW has some real characters in its past: Chuck Yeager, Robbie Risner, etc. Maj. Bernard Fisher was awarded the Medal of Honor while assigned to the (50th Tactical Fighter Wing). The story of his actions leading to this are timeless, but I've never seen it in the paper. And we have people in OEF/OIF right now. Tell us what those heroes are doing.

- Overall I think it is a very good publication. Thank you for taking the time to send out a survey to make it better!
- I have yet to read the *Satellite Flyer*.